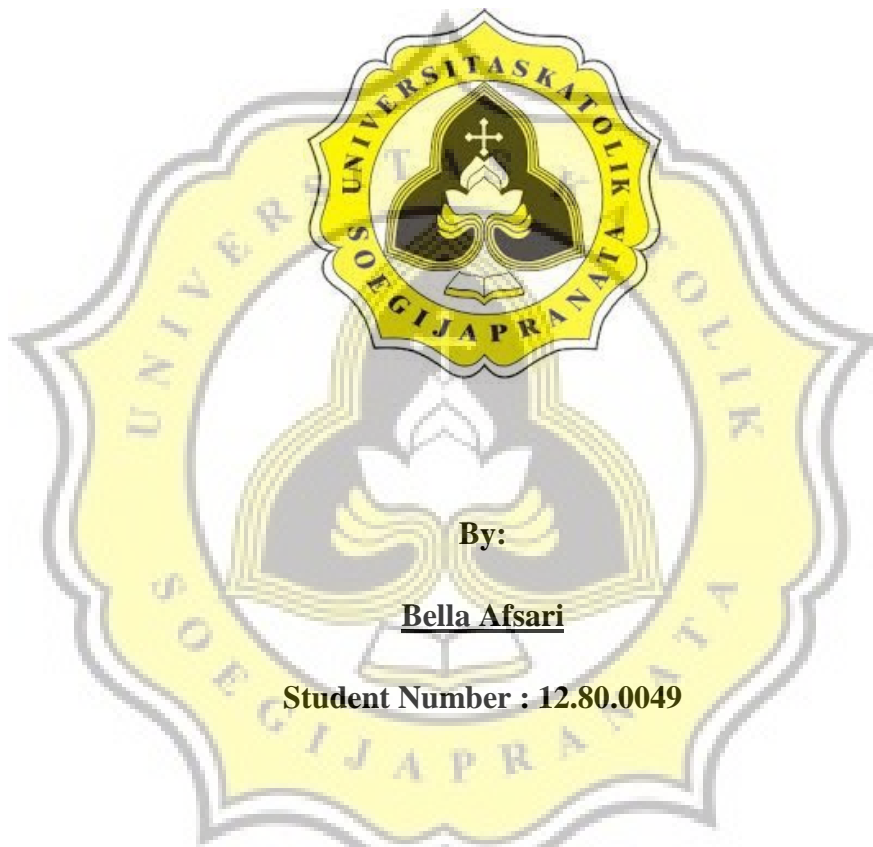


Girl Power in SK-II #changedestiny Advertising

A Thesis



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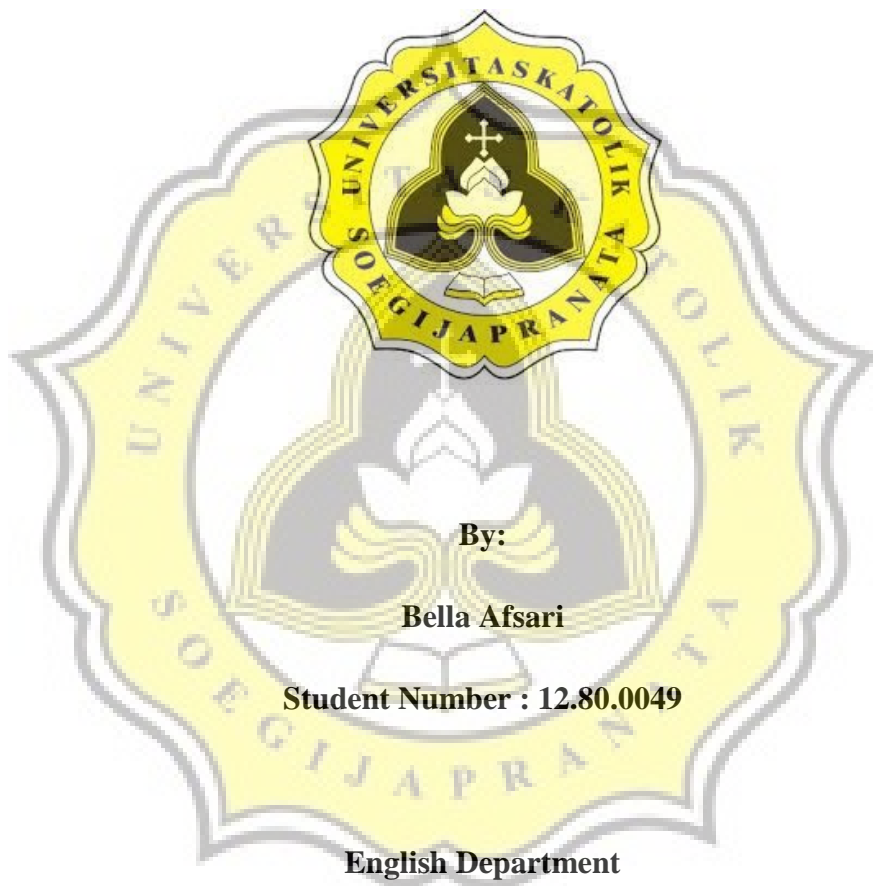
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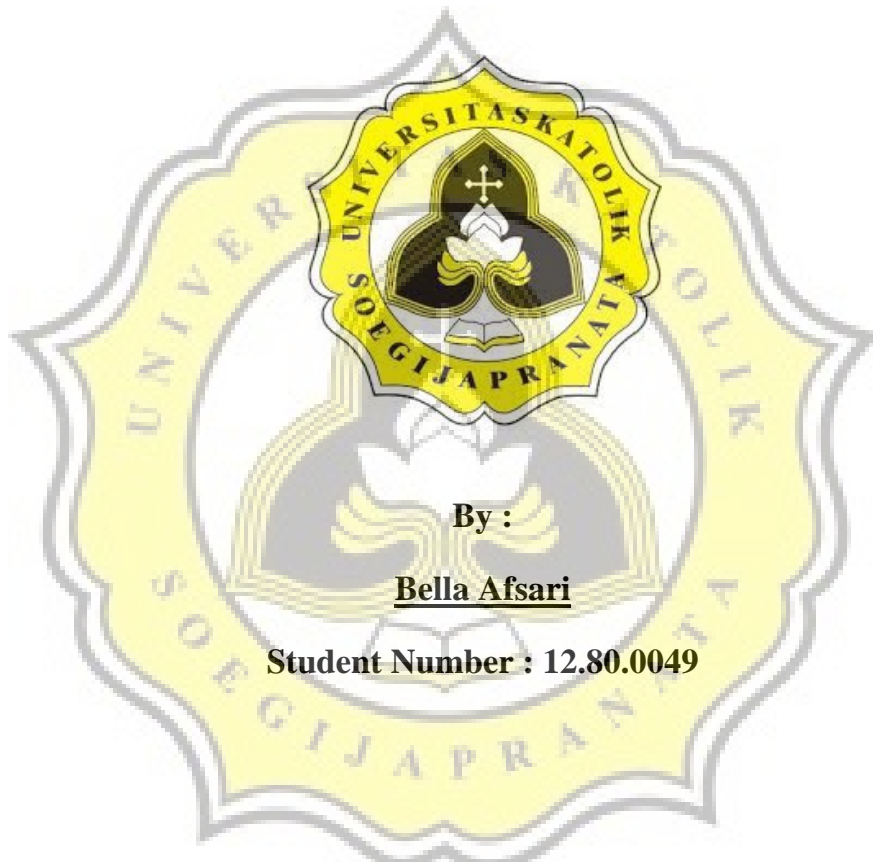
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Girl Power in SK-II #changedestiny Advertising

**A Thesis Presented as Partial Fulfillment of the Requirements to Obtain the
Sarjana Sastra Degree in the English Letters Study Programme**



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2018

A THESIS ON

Girl Power in SK-II #changedestiny Advertising

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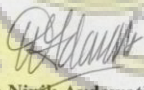
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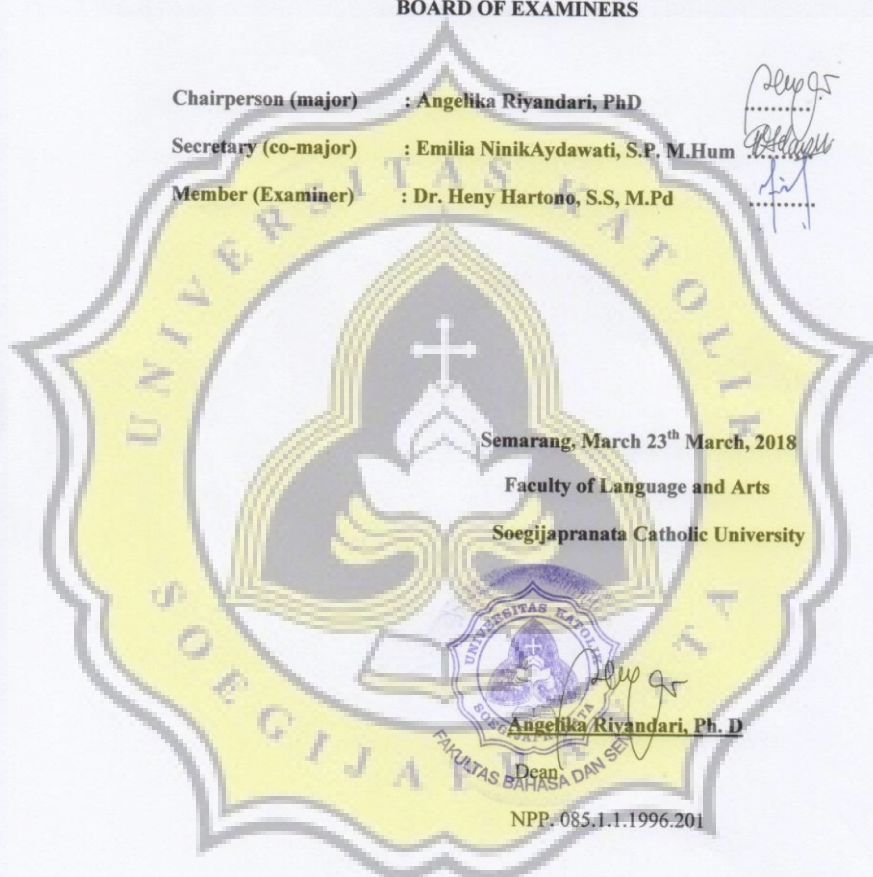
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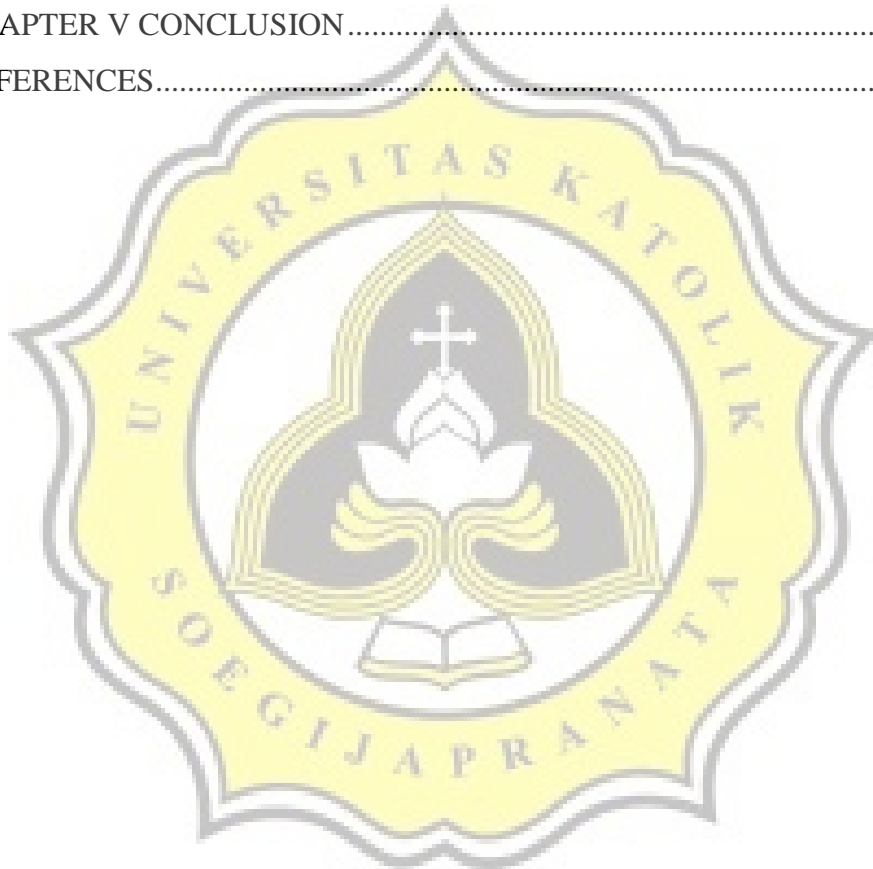
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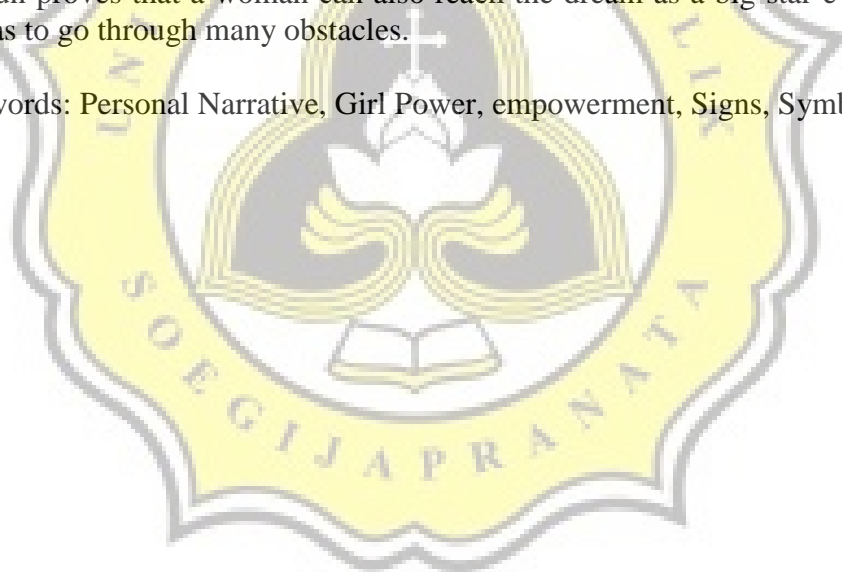
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ABSTRACT

Anggun C. Sasmi fights to reach her dream, to be a successful international singer. Through an advertising video presented by women to women, SK-II #changedestiny helps Anggun C. Sasmi to share her story in reaching her dream. The purpose of this study is to analyze the Girl Power aspects of Anggun C. Sasmi in the SK-II #changedestiny video. The aspects analyzed are personal narrative and the signs and symbols found in the video. The results of the study find that in fighting to reach her dreams, Anggun shows that she possesses girl power; she is an empowered woman. Her personal narrative reveals her as an independent, determined, and hard working woman, while the signs and symbols which consist of colors, facial expressions, properties, clothes and accessories, and Anggun's life video support the idea of an empowered woman. Some signs and symbols directly relate to the idea of woman empowerment, but some other signs and symbols only play as a background of Anggun's personal narrative. Anggun proves that a woman can also reach the dream as a big star even though she has to go through many obstacles.

Key words: Personal Narrative, Girl Power, empowerment, Signs, Symbols



ABSTRAK

Anggun C. Sasmi berjuang untuk mencapai mimpinya, untuk menjadi penyanyi internasional yang sukses. Melalui sebuah video iklan yang dipersembahkan oleh wanita untuk wanita, SK-II #changedestiny membantu Anggun C. Sasmi untuk berbagi ceritanya dalam mencapai mimpinya. Tujuan penelitian ini adalah untuk menganalisis aspek Girl Power dari Anggun C. Sasmi dalam video SK-II #changedestiny. Aspek yang dianalisis adalah narasi pribadi dan tanda dan simbol yang ditemukan dalam video. Hasil penelitian menemukan bahwa dalam perjuangannya untuk mencapai mimpinya, Anggun menunjukkan bahwa ia memiliki Girl Power; dia adalah wanita yang diberdayakan. Narasi pribadinya mengungkapkan dirinya sebagai wanita yang mandiri, gigih, dan pekerja keras, sedangkan tanda dan simbol yang terdiri dari warna, ekspresi wajah, properti, pakaian dan aksesoris, dan video kehidupan Anggun mendukung gagasan seorang wanita yang diberdayakan. Beberapa tanda dan simbol secara langsung berhubungan dengan gagasan pemberdayaan wanita, namun beberapa tanda dan simbol lain hanya berperan sebagai latar belakang narasi pribadi Anggun. Anggun membuktikan bahwa seorang wanita juga dapat mencapai mimpi sebagai bintang besar meskipun dia harus melalui banyak rintangan.

Kata kunci: Narasi Pribadi, Girl Power, Pemberdayaan, Tanda, Simbol